

# ESCAPEESRVClub | ESCAPEES MAGAZINE RATES

For additional information, contact us at:  
[advertising@escapees.com](mailto:advertising@escapees.com) • 888-757-2582

Escapees magazine is published bimonthly with a circulation of approximately 30,000 per issue. Escapees RV Club members range in age from retirees to younger RVers, with or without children, who are working from the road. A majority of our members live in their motorhomes, fifth-wheel trailers, or travel trailers, on a full-time basis.

Text and inside advertising printed on 50# #3 gloss text, saddle-stitched, with 2 or 3 columns per page. Cover printed on 100# gloss text.

## Terms and Conditions

Publisher reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Publisher shall not be liable beyond the cost of advertising space for errors appearing in advertising. Advertisers and advertising agencies assume full liability for all content, including text and illustrations, of advertisements printed, and they also assume responsibility for any claims arising against the publisher and agree to pay the publisher for any expense or loss suffered by reason of such claims. All copy will be printed as submitted, subject to the publisher's approval.

## Cancellations

All cancellations must be made in writing and confirmed by the publisher. No cancellations will be accepted after closing dates.

## Payment

New accounts must prepay for first insertion order. Remaining insertions will be billed per issue. Payment in full is due for each issue within 30 days from date of statement.

## Agency Commission

Commissions of 15 percent to recognized advertising agencies on full-page and cover ads only. No other discounts apply. Publisher will not honor advertising agencies' 15-percent commissions if any accounts remain unpaid for more than 30 days after billing date. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such invoices as are due and payable.

Closing Dates			
Issue	Reservations	Ad due	Cover Ads Due
Jan/Feb	Oct 15	Nov 15	Nov 10
Mar/Apr	Dec 15	Jan 15	Jan 10
May/June	Feb 15	Mar 15	Mar 10
July/Aug	April 15	May 15	May 10
Sept/Oct	June 15	July 15	July 10
Nov/Dec	Aug 15	Sept 15	Sept 10

## Rates

Ad orders for six issues (one year) will receive a 10-percent discount; orders for three issues will receive a 5-percent discount. Cover ads receive a 15-percent discount. Rates are subject to change without notice. For spot color, add \$150 per color.

Ad Size/Placement	Per Issue BW	Per Issue Color
Outside back cover*	\$ 2,350	\$ 2,350
Inside front/back cover*	\$ 2,250	\$ 2,250
Full page	\$ 1,500	\$ 1,950
1/2 page, wide	\$ 775	\$ 1,225
1/3 page, tall	\$ 525	\$ 975
1/3 page, square	\$ 525	\$ 975
1/4 page, wide	\$ 420	\$ 870
1/6 page, wide	\$ 330	\$ 780
Marketplace ad	\$ 210	\$ 660

\* Minimum commitment of six issues.

## Dimensions

Ad Size Description	Width	Height
Full-page ad	trim size	8.375" x 10.875"
	bleed	8.875" x 11.375"
1/2 page	trim size	8.375" x 5.35"
	bleed	8.875" x 5.6"
1/3 page, tall	trim size	2.888" x 10.875"
	bleed	3.138" x 11.375"
1/3 page, square	5.076" x 5.076"	
1/4 page, wide	5.076" x 3.5"	
1/6 page, wide	5.076" x 2.25"	
Marketplace	2.5134" x 3.097"	

See reverse for artwork specifications. ▶



**ESCAPEESRVClub**  
 A TOTAL SUPPORT NETWORK FOR *All* RVERS

# ESCAPEESRVClub | ESCAPEES MAGAZINE ARTWORK

## Artwork

Submit artwork by e-mail to [graphics@escapees.com](mailto:graphics@escapees.com). **Press Quality PDF files are accepted and are preferred.** Save images in either EPS or TIFF format with a resolution of 300dpi. If exporting artwork as a vector, EPS, convert fonts to paths. For process color, save files in CMYK; for spot color, delete all unused colors. Our graphic artist is available to help prepare your ad at \$100 per hour (minimum charge \$100).

## Guidelines

Red line \_\_\_\_\_ Trim  
Blue dotted line..... Bleed

